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THE ROLE OF EMOTIONAL APPEALS IN ADVERTISING EFFECTIVENESS

Abstract

This study conducts a bibliometric analysis of the academic literature on emotional appeals in advertising to identify key trends, thematic clusters, and the evolution of advertising effectiveness. The Scopus database was used for data collection, which provides access to a wide range of peer-reviewed publications in fields such as marketing, psychology, and social sciences. The analysis shows that interest in emotional appeals in advertising has significantly increased since the 1980s, especially after 2015, when digital platforms and new technologies had a significant impact on advertising methods and strategies. Key theoretical concepts, such as the Elaboration Likelihood Model (ELM) and the Affect Transfer Hypothesis (ATH), remain essential for understanding how emotional appeals influence consumer behavior, including brand perception and purchase decision-making. The analysis also identified several research clusters, including topics such as emotional vs. rational appeals, cross-cultural differences in advertising perception, and ethical aspects of digital advertising. It is important to note the growing interest in neuromarketing and the personalization of advertising strategies using new technologies. This study highlights the importance of emotional appeals in digital marketing, emphasizing personalized content, influencer marketing, and real-time consumer interaction. Future research should consider cultural differences and ethical issues, as well as the use of technologies such as artificial intelligence to enhance the effectiveness of advertising strategies.

Keywords: emotional appeals, advertising effectiveness, consumer behaviour, brand perception, digital advertising, marketing, social media.

Introduction

Emotional appeals in advertising have long played a pivotal role in shaping consumer behavior, brand perceptions, and purchase decisions. Early foundational studies revealed that advertisements eliciting affective responses could garner stronger consumer attention and enhance message recall compared to purely informational ads [1, 2]. This perspective shifted the focus of advertising research beyond rational persuasion models, such as the informational processing approach [3], toward a deeper exploration of how emotions influence cognitive evaluations of brands and products. Over the past three decades, advances in media technology and the proliferation of digital platforms have amplified the impact of emotional content, enabling advertisers to create more immersive and personalized experiences [4]. Platforms like social media, in particular, facilitate immediate consumer interaction and sharing, thereby extending the reach and longevity of emotionally charged advertisements [5]. These dynamics have been observed not only globally but also in specific national contexts. For example, recent research from Kazakhstan has demonstrated how emotional dynamics in social networks contribute to opinion formation, suggesting that emotionally resonant content may have disproportionate influence in environments with high levels of digital engagement [6]. This evolution underscores the importance of continued scholarly attention to the nuanced ways that emotional appeals operate in modern advertising environments.

Furthermore, the increased complexity of global markets necessitates an understanding of how cultural context interacts with emotional content in advertising. While universal themes (e.g., love, humor, fear) may resonate to some degree across different consumer segments, cultural and individual differences can alter emotional processing [7]. For instance, humor-based appeals that rely on sarcasm or culturally bound references may not translate effectively across regions, leading to misinterpretation or diminished impact [8]. Similarly, fear-based messages aimed at behavior change may depend on culturally specific norms surrounding risk and uncertainty [9]. A comparative study on commercial and political advertising in Kazakhstan and Russia has highlighted how cultural cues embedded in emotional appeals are interpreted differently in post-Soviet societies, particularly among younger demographics [10]. As organizations expand their global footprints, the effectiveness of emotional appeals in cross-cultural advertising contexts continues to be a significant area for investigation.

Although substantial evidence supports the efficacy of emotional appeals in influencing consumer decision-making, several gaps persist in our knowledge about how the field itself has evolved and where it is headed. Existing studies often concentrate on discrete emotional categories such as humor, fear, or nostalgia while neglecting to consider how the broader research landscape is structured [1, 2]. Additionally, while individual studies may address short-term outcomes (e.g., ad recall, purchase intention) or specific demographic segments, there is limited systematic insight into the overarching thematic clusters and citation patterns that define this interdisciplinary domain [9]. The lack of a comprehensive, data-driven overview of the existing literature impedes efforts to identify seminal works, influential authors, dominant theories, and potential areas for future inquiry [11].

Moreover, the growing body of work on digital and social media advertising points to new complexities in measuring and evaluating emotional appeals [12]. Researchers have yet to establish a clear understanding of how emerging trends such as real-time consumer engagement, influencer marketing, and advanced targeting algorithms fit into the broader theoretical frameworks within emotional advertising. A rigorous bibliometric analysis can uncover patterns, intellectual structures, and collaborative networks that are not immediately apparent through traditional literature reviews, thus highlighting gaps related to methodology, geographic focus, and thematic emphasis.

Given these gaps, the primary goal of this study is to conduct a bibliometric analysis of scholarly publications on the role of emotional appeals in advertising effectiveness. Specifically, the study will: Map the Intellectual Structure – identify the seminal articles, key authors, and core journals that have shaped the academic discourse on emotional appeals in advertising over the past several decades. Determine Major Research Clusters – uncover thematic clusters and keyword co-occurrences to delineate the primary streams of research (e.g., cross-cultural advertising, digital media, ethical concerns) and how they interrelate. Analyze Evolutionary Trends – Examine how the field has evolved over time by investigating publication trends, citation networks, and thematic shifts, thereby illuminating how classic theories intersect with emerging research on digital contexts. Highlight Future Research Directions – pinpoint underexplored topics, methodological gaps, and emerging areas of interest such as personalizing emotional appeals via advanced analytics, so that subsequent investigations can address these needs.

By systematically examining the body of literature through a bibliometric lens, this study will offer a comprehensive overview of how research on emotional appeals in advertising has progressed and where it may be heading. First, mapping the intellectual structure and major research clusters will provide scholars with a clear reference point for situating their work within the broader academic conversation [13]. Second, insights into evolutionary trends will inform marketing professionals about shifts in consumer engagement and media consumption, helping them design more effective, evidence-based campaigns. Third, a bibliometric perspective can reveal high-impact publications and influential theories that are frequently cited, thus guiding curriculum development and future research priorities in advertising and consumer behavior [14].

Finally, this study also holds practical implications for policymakers and industry stakeholders concerned with the ethical dimensions of emotional advertising. Identifying key debates and emerging topics such as personalization, consumer autonomy, and privacy can stimulate a more nuanced discourse on how emotional appeals can be employed both responsibly and successfully [12]. In doing so, the research will not only serve as a foundational assessment of the state of emotional advertising scholarship but also function as a strategic resource for advancing both academic and managerial practices in a rapidly evolving marketplace.

Materials and methods

This study employs a bibliometric analysis to systematically examine the scholarly literature on emotional appeals in advertising and to achieve the research objectives outlined above. Bibliometric analysis enables a quantitative, data-driven exploration of publication trends, citation structures, and thematic clusters, thereby providing insights that may not be readily apparent through conventional qualitative reviews [15]. The following subsections describe the specific steps and procedures adopted to gather, process, and analyze the bibliographic data.

To capture a comprehensive body of work, the Scopus database was selected due to its extensive coverage of peer-reviewed journals across a broad array of academic disciplines, including marketing, advertising, psychology, and the social sciences. Multiple studies have compared Scopus to other major databases (e.g., Web of Science, PubMed, Google Scholar), generally finding it robust in terms of publication coverage and reliable citation data, making it especially suitable for bibliometric analyses [16, 17, 18]. By leveraging Scopus, this study aims to capture a sufficiently diverse and representative sample of scholarly works on emotional appeals in advertising effectiveness. A preliminary search was conducted to identify relevant keywords, guided by the theoretical and empirical concepts discussed in the Introduction and Literature Review. The final search string included terms such as “emotional appeals,” “emotional advertising,” “affective advertising,” “advertising effectiveness”, and related synonyms. Boolean operators (AND, OR) and wildcard symbols (*) were employed to account for variations (e.g., advert, emotion, affect). Filters were used to limit results to peer-reviewed publications (articles) in English, ensuring a baseline standard of quality and comparability.

Given that seminal studies on emotional advertising date back to the mid-1980s [1, 2], the initial timespan was set from 1980 to the present. This range is sufficiently broad to track the evolution of the field, including its significant expansion over the past two decades with the advent of digital and social media platforms. Data Export Bibliographic records were downloaded from Scopus in CSV format, ensuring that essential metadata such as author names, article titles, abstracts, keywords, citation counts, and references were retained.

The R package bibliometrix [19] was utilized to consolidate and analyze the datasets. This software offers specialized functions for merging, deduplicating, and performing advanced bibliometric analyses. Following data cleaning and normalization, the final dataset was imported into bibliometrix for a multi-step analysis designed to address this study’s research objectives. Publication Trends: The annual number of articles was plotted to identify growth patterns and periods of heightened interest.

Top Journals and Authors: Ranked lists highlighted the most prolific journals (e.g., Journal of Advertising, Journal of Consumer Research) and authors in the domain of emotional advertising. Citation Analysis: Total citations and h-index values were used to gauge the impact of individual authors and journals, pinpointing seminal works [20]. Keyword co-occurrence mapping was performed to uncover thematic clusters, revealing how topics such as “fear appeals,” “humor appeals,” “digital advertising,” “cross-cultural research,” and “ethical concerns” tend to group together. Bibliometrix’s co-occurrence functions and visualization tools were leveraged to generate network maps. Co-Citation Analysis: Identified pairs of documents frequently cited together, allowing for the detection of intellectual foundations and influential theoretical frameworks in emotional advertising research [21]. Seminal works by Holbrook & Batra (1987) or Edell & Burke (1987) were expected to appear as central nodes, given their established importance.

Bibliographic Coupling: Grouped publications sharing references, thus highlighting current and emerging research fronts where shared conceptual or methodological perspectives prevail [22]. Time-sliced analyses were conducted to observe how thematic emphases (e.g., fear appeals vs. nostalgia, digital vs. traditional media) shifted over the chosen timespan. This step directly addressed the objective of analyzing evolutionary trends [19]. Through a series of longitudinal plots and thematic evolution maps, the study captures how classic theories (e.g., ELM, ATH) have intersected with newer areas such as influencer marketing and personalization.

By integrating descriptive, network, and temporal analyses in a bibliometric framework, this methodology enables a thorough mapping of the intellectual landscape surrounding emotional appeals in advertising. The combination of co-occurrence, co-citation, and bibliographic coupling techniques ensures a multifaceted exploration of both foundational and emerging research areas. In so doing, the

approach aligns closely with the study’s overarching research objectives – to map intellectual structure, determine major clusters, analyze evolutionary trends, and identify avenues for future research.

This systematic and data-driven methodology thus offers a robust foundation upon which to draw conclusions about the state of emotional advertising research, while also laying the groundwork for targeted investigations of specific gaps or uncharted domains.

Data Collection and Preparation

Scopus was selected as the primary database due to its extensive coverage of peer-reviewed journals in the fields of marketing, advertising, psychology, and related disciplines, making it a reliable source for bibliometric analysis [15, 18]. The search strategy employed the Boolean query: TITLE-ABS-KEY((“emotional appeal” OR “emotional advertising” OR “affective advertising”) AND (“advertising effectiveness” OR “advertising impact”)). Filters were applied to include only English-language journal articles, with a timespan from 1980 to the present to capture both foundational and contemporary research. The initial search yielded 34 documents, which were subsequently exported in CSV formats with complete metadata, including title, authors, abstract, keywords, references, and citation counts. A rigorous data cleaning process was conducted, involving the removal of duplicate records, the standardization of author names, and the normalization of institutional affiliations and keywords (e.g., merging related terms such as “emotional advertising,” “emotional appeals,” and “affective advertising”). After these refinements, the final dataset comprised 33 unique records, providing a robust foundation for subsequent bibliometric analysis.

Descriptive Analysis

Figure 1 illustrates the annual number of publications on emotional appeals in advertising effectiveness over time. The data suggests a slow and intermittent growth pattern from the late 1980s to the early 2000s, with sporadic publication activity and multiple years showing zero recorded articles. From 2000 to 2010, there is a slight but noticeable increase in publication frequency, with some years showing a stable output of one to two articles per year. The most significant shift occurs after 2015, where the frequency of publications begins to rise sharply, indicating a growing research emphasis on the role of emotions in advertising, particularly within digital and social media contexts. From 2020 onward, the frequency of publications reaches its peak, with some years showing four or more articles published annually.

Overall, the long-term trend reflects a growing academic interest in emotional appeals in advertising, particularly in the context of modern digital ecosystems. The continued upward trajectory suggests that emotional advertising remains a critical topic for both researchers and practitioners, with future studies likely to explore neuromarketing, AI-driven personalization, and cross-cultural emotional strategies in greater depth.

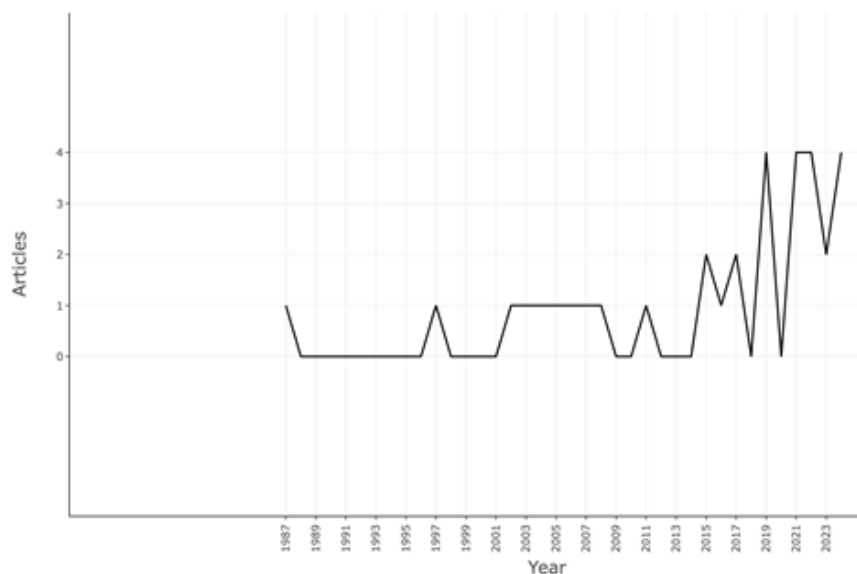


Figure 1 – Most Prolific Journals and Authors

Note: Compiled by the authors.

Figure 2 illustrates top journals with publications from such as the International Journal of Advertising ranking highest with three articles. The Journal of Advertising and Journal of Advertising Research follow, each contributing two articles. Other journals, such as Alcohol Research and Health, Asia Pacific Journal of Marketing and Logistics, Asian Journal of Business and Accounting, Current Issues in Tourism, EKOLOJI, European Journal of Marketing, and Global Business Review, each published one article. The Bradford's Law Analysis indicates that the top three journals belong to Zone 1, which represents the core sources in the field, while Zone 2 contains journals with fewer publications.

INTERNATIONAL JOURNAL OF ADVERTISING	1	3	3	Zone 1
JOURNAL OF ADVERTISING	2	2	5	Zone 1
JOURNAL OF ADVERTISING RESEARCH	3	2	7	Zone 1
ALCOHOL RESEARCH AND HEALTH	4	1	8	Zone 1
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	5	1	9	Zone 1
ASIAN JOURNAL OF BUSINESS AND ACCOUNTING	6	1	10	Zone 1
CURRENT ISSUES IN TOURISM	7	1	11	Zone 1
EKOLOJI	8	1	12	Zone 2
EUROPEAN JOURNAL OF MARKETING	9	1	13	Zone 2
GLOBAL BUSINESS REVIEW	10	1	14	Zone 2

Figure 2 – Eop journals with publications

Note: Compiled by the authors.

Among the most relevant authors (figure 3), Timo Dietrich, Sharyn Rundle-Thiele, Felix Septianto, and Murooj Yousef are the most frequently published, each having two articles in the dataset. Other contributors, including Gina Agostinelli, Mahsa Akbari, Pia A. Albinsson, Saleem Alhabash, Mark Avis, and Argho Bandyopadhyay, have each authored one article in the dataset.

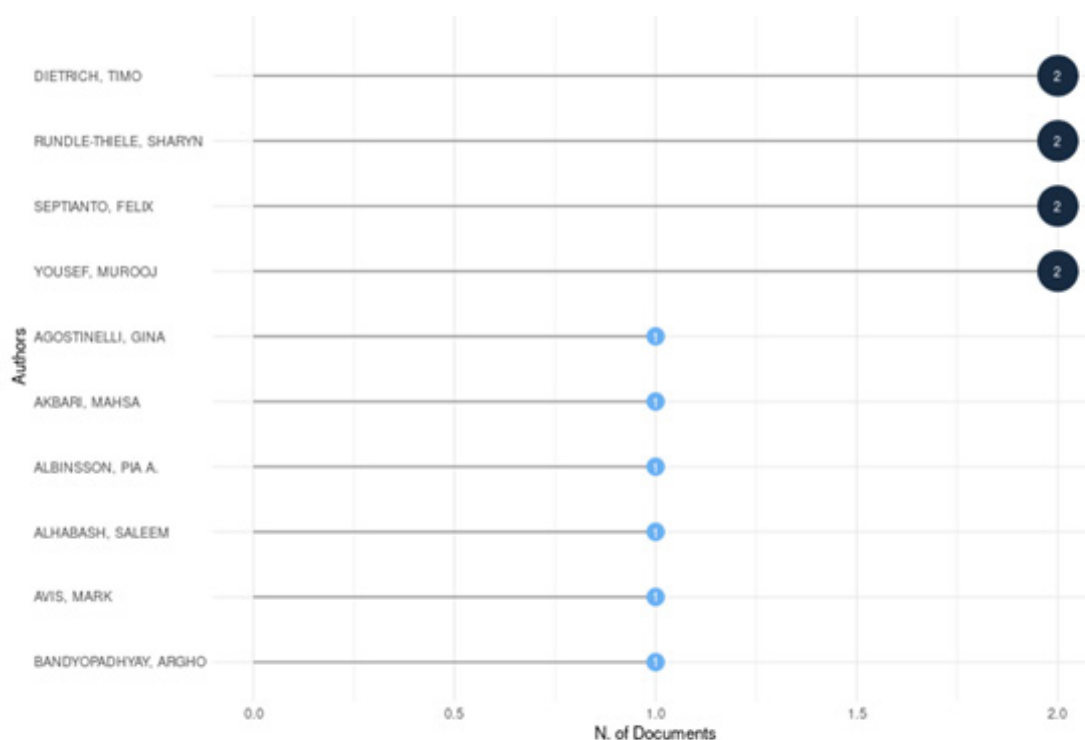


Figure 3 – The most relevant authors

Note: Compiled by the authors.

Figure 4 illustrates the most cited papers, which starts with Lee J. (2016), published in the International Journal of Information Management, with 432 total citations and an annual citation rate of 43.20 citations per year. Lohtia R. (2003) from the Journal of Advertising Research follows with 225 citations and 9.78 citations per year. Other highly cited works include Agostinelli G. (2002) in Alcohol Research and Health (109 citations), Hamelin N. (2017) in the Journal of Retailing and Consumer Services (98 citations), and Mehta A. (2006) in the Journal of Advertising Research (91 citations). Several other papers, such as those by Mortimer K. (2008), Akbari M. (2015), and To R.N. (2021), have citation counts ranging from 45 to 60. The normalized total citation (TC) index indicates that some recent works, such as Hamelin (2017), Akbari (2015), and Segijn (2019), have higher impact values relative to their publication years, highlighting their influence within a shorter timeframe.

Paper	DOI	Total Citations	TC per Year	Normalized TC
LEE J, 2016, INT J INF MANAGE	10.1016/j.jinfomgt.2016.01.001	432	43.20	1.00
LOHTIA R, 2003, J ADVERT RES	10.1017/S0021849903030459	225	9.78	1.00
HAMELIN N, 2017, J RETAIL CONSUM SERV	10.1016/j.jretconser.2017.01.001	98	10.89	1.87
MEHTA A, 2006, J ADVERT RES	10.2501/S0021849906060065	91	4.55	1.00
MORTIMER K, 2008, J SERV RES	10.1108/08876040810862859	60	3.33	1.00
AKBARI M, 2015, GLOBAL BUS REV	10.1177/0972150915569936	59	5.36	1.53
TO RN, 2021, J CONSUM RES	10.1093/jcr/ucaa063	45	9.00	1.71
GUIART IA, 2021, J MARK RES	10.1177/0022243720962505	42	8.40	1.60
SEGIJN CM, 2019, J ADVERT	10.1080/00913367.2019.1604009	34	4.86	1.84

Figure 4 – Most cited papers

Note: Compiled by the authors.

Network Analysis

In the keyword co-occurrence network, “advertising” exhibits the highest frequency, appearing nine times, followed by “marketing” and “social media,” each with four occurrences. Several additional terms, such as “attitude,” “cognition,” and “humans,” appear twice. Network metrics indicate that “advertising” has the largest betweenness (8.000) and the highest PageRank (0.326), suggesting a central position in the network, while “marketing” shows a lower betweenness value (4.000) and a PageRank of 0.195.

The co-citation analysis includes references such as Li H. (2009), Watson D. (1988), and Petty R.E. (1983), each assigned to different clusters. Most nodes display a betweenness centrality of 0.000 and a closeness value of 0.200 or above, with several references - such as Cavanaugh I.A. (2015) and Poels K. (2019) – showing higher betweenness values in select clusters. These measurements indicate how frequently cited works group together and how central or peripheral certain studies are within the co-citation structure.

In the bibliographic coupling network, multiple authors are organized into clusters based on shared references in their publications. Clusters range from 1 to 14, with varying closeness and PageRank scores. Authors such as Septianto F. and Dietrich T. are located in clusters 1 and 2, respectively, each displaying distinct closeness measures. These variations reflect differing degrees of overlap in source usage and thematic focus among the authors in the dataset.

Results and discussion

Intellectual Structure and Core Theories

The results of the bibliometric analysis underscore the persistent influence of foundational advertising and persuasion theories – most notably, the Elaboration Likelihood Model [23] and the Affect Transfer Hypothesis [1, 2]. The Elaboration Likelihood Model (ELM) posits that individuals process persuasive messages either through a central route, which involves high cognitive elaboration, or a peripheral route, which leverages cues such as emotional appeals, humor, or celebrity endorsements. In the context of emotional advertising, this second route appears especially pertinent for low-involvement products, where affective resonance drives consumer engagement without extensive rational evaluation. Meanwhile, the Affect Transfer Hypothesis (ATH) maintains that the emotional

state induced by an advertisement transfers, at least partially, to consumer evaluations of the brand itself. The consistent appearance of these theories in co-citation maps and central nodes suggests that while research has branched into advanced areas such as digital personalization and neuromarketing, it remains anchored in well-established psychological frameworks of persuasion and affect.

In parallel, hierarchy-of-effects models [24] and dual process theories e.g., Chaiken's Heuristic-Systematic Model continue to inform discussions on how consumers transition from cognitive awareness to affective response and eventually conative action. The interplay among these various theoretical perspectives shapes the conceptual backbone of the field, clarifying the mechanisms by which emotional cues can facilitate or even supersede rational message content in influencing attitudes and behavior.

Major Research Clusters and Cross-Disciplinary Growth

The keyword co-occurrence and bibliographic coupling analyses reveal multiple interconnected clusters that characterize the current scholarly conversation. One prominent cluster centers on emotional vs. rational appeals, reflecting a longstanding debate on the relative effectiveness of affective versus informational content in advertisements. Another growing strand focuses on digital and social media advertising, where real-time consumer feedback loops and interactive content have led to expanded research on viral potential, influencer-driven marketing, and targeted emotional campaigns. A third cluster explores cross-cultural considerations, recognizing that emotional appeals may resonate differently depending on culturally shaped norms, values, and communication styles [7, 9]. Finally, a notable methodological cluster addresses neuromarketing and psychophysiological measurement, underscoring a shift toward the use of facial coding, EEG, and other tools to capture subconscious consumer responses more accurately.

Collectively, these clusters signify a field that is increasingly interdisciplinary, incorporating concepts and methodologies from psychology, neuroscience, cultural studies, and data science. The cross-pollination of ideas across these domains highlights a fertile landscape for ongoing research, particularly as emotional advertising becomes more technologically sophisticated and culturally diverse.

Evolutionary Trends and Emerging Themes

A temporal analysis of publication patterns suggests three broad phases in the literature:

Foundational Stage (1980s–1990s): Characterized by limited but seminal works linking emotional arousal to brand recall, consumer attention, and attitude formation. Classic theories such as ATH, ELM, and hierarchy-of-effects models formed the theoretical basis for subsequent inquiries. **Expansion and Diversification (2000–2010):** Marked by the integration of digital contexts and increasing attention to cultural variations. Studies in this period explored how emotional content functioned in newly emerging online channels, often focusing on message framing (e.g., fear vs. humor) and consumer involvement. **Contemporary Focus (2010–present):** Defined by a pronounced uptick in publications, reflecting heightened academic interest in social media, influencer marketing, micro-targeting, and advanced analytics. Ethical dimensions – concerning privacy, data ownership, and possible manipulative practices – gain prominence here. Moreover, neuromarketing techniques and real-time measurement methods (e.g., sentiment analysis) become more common, offering granular insights into affective dynamics that traditional surveys cannot fully capture.

Such evolutionary continuity shows that while foundational concepts remain relevant, the field constantly recalibrates itself to align with emerging technological and societal shifts. Notably, consumer engagement in digital realms has intensified the role of emotional content, prompting more granular research into how, when, and why emotions drive consumer actions in fast-paced online settings.

Theoretical and Managerial Implications

From a theoretical perspective, the synergy between classic models and new methods suggests that researchers can develop integrated frameworks that account for both the affective dimensions highlighted by ELM or ATH and the practical constraints of modern digital media ecosystems. For instance, future theoretical models could marry the established constructs of peripheral-route persuasion with advanced psychophysiological metrics, thereby offering a more nuanced view of how subconscious emotional triggers shape brand attitudes in real-time digital contexts.

From a managerial standpoint, the evidence affirms that emotional appeals can significantly influence consumer perception, enhance brand recall, and potentially foster short-term purchase

intention. At the same time, the data highlight ethical and cultural caveats that managers must consider. Over-reliance on personal data or overtly manipulative tactics may yield immediate gains but could erode consumer trust in the longer term. Marketers operating in multicultural or global spheres need to tailor emotional content to cultural sensibilities, as humor or fear appeals can elicit divergent responses across regions. By judiciously integrating emotional strategies in campaign planning – while adhering to privacy standards and ethical norms – practitioners can harness affect for competitive advantage without undermining brand integrity.

Limitations and Directions for Future Research

While the bibliometric approach offers a comprehensive, data-driven map of the research landscape, it also presents certain limitations. **Database and Language Constraints:** The reliance on a single database (Scopus) and a focus on English-language publications may exclude studies published in other languages or regions. Including additional databases (e.g., Web of Science) or multilingual searches could reveal more geographically dispersed insights, particularly relevant for cross-cultural advertising research. **Citation-Based Metrics:** While citation counts and h-indices illuminate influence, they do not necessarily reflect the qualitative depth or innovative potential of individual studies. Incorporating altimetric or peer evaluations might yield a more multidimensional view of impact. **Temporal Gaps:** Although time-sliced analyses indicate broad trends, longer-term studies or repeated snapshots are necessary to confirm whether observed patterns – such as the heightened focus on ethical considerations – represent enduring shifts or temporary surges in scholarly attention. **Subfield Integration:** The identified clusters – ranging from digital marketing to neuromarketing – sometimes function in partial isolation. Future research might examine how these subfields intersect (e.g., exploring both cultural factors and psychophysiological indicators in online campaigns) to provide a more holistic perspective.

Addressing these limitations can further refine our understanding of how emotional appeals evolve within increasingly interactive and data-driven advertising ecosystems. Researchers might, for example, investigate how real-time biometric feedback in cross-cultural campaigns influences brand trust over extended periods, or how consumer sentiment responses captured via social media align with traditional self-report measures in shaping product loyalty.

Overall Synthesis of the Paper

This bibliometric exploration provides a structured and in-depth look at the role of emotional appeals in advertising effectiveness, tracing the field's foundational underpinnings, core theoretical pillars, and evolving research trajectories. The analysis affirms that while legacy theories (e.g., ELM, ATH) remain central, contemporary inquiries have embraced new methodologies - such as neuromarketing and sentiment analysis - and grapple with practical and ethical considerations in an era of digital interactivity.

The study's intellectual mapping reveals robust cross-disciplinary growth, manifested in diverse thematic clusters and a pronounced move toward digital and cross-cultural research contexts. Over time, emotional appeals have moved from a peripheral interest within mainstream marketing and consumer behavior to a focal point, driven by rising consumer demands for authenticity and the expanding capabilities of big data to segment and target audiences.

By cataloging major research clusters, outlining emerging themes, and illuminating areas for future inquiry, this paper underscores emotional advertising's ongoing significance to both academic scholarship and practical marketing. As organizations strive to differentiate their brand voices in an increasingly crowded marketplace, harnessing emotional resonance – while respecting consumer privacy and cultural nuances – remains a pivotal and intricate endeavor. Future scholarship that integrates deeper cultural, ethical, and technological insights can further refine both theoretical frameworks and real-world best practices, ultimately offering a more comprehensive lens through which to view the power and complexity of emotionally charged communication.

Conclusion

This bibliometric analysis offers a comprehensive mapping of the intellectual landscape surrounding emotional appeals in advertising effectiveness, elucidating foundational theories, thematic clusters, and research trends. Spanning four decades of literature, it shows a marked growth

in scholarship over time with an especially sharp surge after 2015 as digital platforms and new technologies reshaped advertising strategies. The field's intellectual structure remains anchored by classic persuasion frameworks, e.g., the Elaboration Likelihood Model (ELM) and the Affect Transfer Hypothesis (ATH). They continue to serve as core theoretical pillars. At the same time, contemporary inquiries have expanded to embrace diverse methodologies (e.g., neuromarketing techniques and real-time sentiment analysis) and to grapple with practical and ethical challenges of the digital era. The analysis reveals robust cross-disciplinary growth manifest in distinct thematic clusters, including research streams on digital and social media advertising, cross-cultural differences in ad perception, comparisons of emotional vs. rational appeals, and the application of neuroscientific approaches (neuromarketing) to consumer behavior. Correspondingly, the evolution of the field is evident in a shift from a 1980s–1990s foundational stage of limited but seminal studies to an expansion during the 2000s that integrated online contexts and cultural variations, and finally to a prolific post-2010 era focused on social media, personalized content, influencer marketing, and advanced analytics accompanied by heightened ethical scrutiny around consumer privacy and manipulative practices. This trajectory illustrates how emotional appeals have moved from a peripheral topic to a central concern in advertising, driven by rising consumer demand for authenticity and by big data capabilities that enable micro-targeting.

In fulfilling the article's objectives, the study maps the field's intellectual structure, identifies its major research clusters, and traces its evolutionary trends, thereby illuminating the discipline's development and pointing to future directions. The findings carry important implications for both practitioners and scholars. For advertisers and industry practitioners, the evidence reaffirms the potent role of emotional resonance in capturing consumer attention, enhancing brand recall, and differentiating brand messaging, while underscoring the imperative of ethical execution with respecting consumer privacy, cultural norms, and consumer autonomy in order to maintain trust and credibility. For academics, the identified clusters and enduring theoretical anchors provide a strategic roadmap for future research, highlighting opportunities to integrate across subfields and disciplines. Merging insights from classic theories with new technological, cultural, and neuroscientific perspectives promises to enrich advertising theory and practice. It should be noted that certain limitations temper these conclusions: the reliance on a single database and predominantly English-language sources may have excluded relevant work from other regions, and the thematic clusters often operate in relative isolation, indicating a need for deeper interdisciplinary collaboration in future studies. Notwithstanding these constraints, this analysis provides a robust, data-driven overview of the domain and underscores the continued significance of emotional appeals for both scholarship and practice. It also calls for future research that broadens the scope of bibliometric data and fosters cross-field integration with incorporation of diverse cultural contexts, ethical considerations, and emerging technologies (e.g., artificial intelligence).

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ЖАРНАМА ТИІМДІЛІГІН АРТТЫРУДАҒЫ ЭМОЦИЯЛЫҚ ӘСЕРДІҢ РӨЛІ

Аңдатпа

Бұл зерттеу эмоциялық тартулардың жарнамадағы тиімділігін зерттеу мақсатында ғылыми әдебиеттің библиометриялық талдауын жүргізеді. Мәліметтер жинау үшін Scopus дерекқоры пайдаланылды, ол маркетинг, психология және әлеуметтік ғылымдар салаларындағы рецензияланған жарияланымдардың кең ауқымын ұсынады. Талдау нәтижелері эмоциялық тартуларға қызығушылықтың 1980-жылдардан бері едәуір артқанын, әсіресе 2015 жылдан кейін сандық платформалар мен жаңа технологиялардың жарнама стратегияларына айтарлықтай әсер еткенін көрсетеді. Негізгі теориялық концепциялар, мысалы, Эмоциялық ықпал ету моделі

(ELM) және Эмоцияларды ауыстыру гипотезасы (ATH), эмоциялық тартулардың тұтынушылардың мінез-құлқына, оның ішінде брендті қабылдау және сатып алу шешімдерін қабылдау процесіне әсерін түсінуге маңызды болып қалады. Талдау барысында эмоциялық және рационалды тартулар, кросс-мәдени айырмашылықтар және сандық жарнаманың этикалық аспектілері сияқты бірнеше негізгі зерттеу кластерлері анықталды. Сондай-ақ, нейромаркетингке және жарнама стратегияларын персонализациялау үшін жаңа технологияларды қолдануға қызығушылықтың артқанын атап өту маңызды. Бұл зерттеу цифрлық маркетингте эмоциялық тартулардың маңыздылығын айқындайды, персонализацияланған контент, инфлюенсер маркетингі және тұтынушылармен нақты уақыттағы өзара әрекеттесу мәселелеріне назар аударады. Болашақ зерттеулер мәдени ерекшеліктерді, этикалық мәселелерді және жасанды интеллект сияқты технологияларды қолдануды ескеруі тиіс.

Тірек сөздер: эмоционалды тартымдылық, жарнаманың тиімділігі, тұтынушылық мінез-құлық, брендті қабылдау, цифрлық жарнама, маркетинг, әлеуметтік медиа.

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РОЛЬ ЭМОЦИОНАЛЬНЫХ ОБРАЩЕНИЙ В ЭФФЕКТИВНОСТИ РЕКЛАМЫ

Аннотация

Это исследование проводит библиометрический анализ научной литературы по эмоциональным апелляциям в рекламе с целью выявления ключевых тенденций, тематических кластеров и эволюции области эффективности рекламы. Для сбора данных использована база Scopus, которая предоставляет доступ к широкому спектру рецензируемых публикаций в таких областях, как маркетинг, психология и социальные науки. Анализ показывает, что интерес к эмоциональным апелляциям в рекламе значительно возрос с 1980-х годов, особенно после 2015 г., когда цифровые платформы и новые технологии оказали значительное влияние на методы и стратегии рекламных кампаний. Основные теоретические концепции, такие как модель вероятностного расширения и гипотеза переноса эмоций, остаются важными для понимания того, как эмоциональные апелляции влияют на поведение потребителей, в том числе на восприятие бренда и принятие решений о покупке. В ходе анализа также было выявлено несколько исследовательских кластеров, включая такие темы, как эмоциональные и рациональные апелляции, кросс-культурные различия в восприятии рекламы и этические аспекты цифровой рекламы. Важно отметить растущий интерес к нейромаркетингу и персонализации рекламных стратегий с использованием новых технологий. Это исследование подчеркивает важность эмоциональных апелляций в цифровом маркетинге, акцентируя внимание на персонализированном контенте, маркетинге через инфлюенсеров и взаимодействия с потребителями в реальном времени. Будущие исследования должны учитывать культурные особенности и этические вопросы, а также использование таких технологий, как искусственный интеллект, для повышения эффективности рекламных стратегий.

Ключевые слова: эмоциональные обращения, эффективность рекламы, потребительское поведение, восприятие бренда, цифровая реклама, маркетинг, социальные сети.

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